CLAIMS

1. In a wireless communication system supporting a broadcast service, a method comprising:
providing a service ID to identify the broadcast service;
sending the service ID to a base station;
configuring a broadcast service parameters message at the base station that includes the service ID;
transmitting the broadcast service parameters message to a mobile station; and
using the service ID in the broadcast service parameters message at the mobile station to determine availability of the broadcast service in an adjacent sector.

2. The method as in claim 1, wherein the broadcast service is transmitted by a content server.

3. The method as in claim 2, wherein the broadcast service has a service name.

4. The method as in claim 3, further comprising requesting by the content server the service ID from a global issuer.

5. The method as in claim 3, wherein the service ID is a globally unique service ID issued by a global issuer.

6. The method as in claim 5, wherein the service ID comprises a BCMCS_ID.

7. The method as in claim 6, further comprising associating an IP multicast address and UDP port number with the BCMCS_ID.

8. The method as in claim 6, further comprising dynamically generating a BCMCS_ID and associating a lifetime value with the BCMCS_ID.

9. The method as in claim 3, further comprising requesting by the content server the service ID from a local issuer.

10. The method as in claim 3, wherein the service ID is a locally unique service ID issued by a local issuer.

11. The method as in claim 10, wherein the service ID comprises a BCMCS_ID.

12. The method as in claim 11, further comprising associating an IP multicast address and UDP port number with the BCMCS_ID.

13. The method as in claim 10, further comprising dynamically generating a BCMCS_ID and associating a lifetime value with the BCMCS_ID.

14. The method as in claim 1, wherein the service ID comprises a BCMCS_ID.

15. The method as in claim 14, wherein the BCMCS_ID is a dual BCMCS_ID comprising a global indicator to indicate uniqueness of the BCMCS_ID.

16. A base station for use in a wireless communication system supporting a broadcast service, wherein the base station is receiving a first broadcast service identified by a first service ID, and wherein the base station has a neighbor base station receiving a second broadcast service identified by a second service ID, and wherein the base station is configured to implement a method comprising:

receiving the second service ID that identifies the second broadcast service;

configuring neighbor configuration data that relates to the second broadcast service;

configuring a broadcast service parameters message that includes the second service ID and the neighbor configuration data; and

transmitting the broadcast service parameters message to a mobile station currently receiving the first broadcast service.

17. The base station as in claim 16, wherein the first broadcast service and the second broadcast service are transmitted by content servers.

18. The base station as in claim 16, wherein the first service ID was provided by a global issuer.

19. The base station as in claim 16, wherein the first service ID is a globally unique service ID issued by a global issuer.

20. The base station as in claim 16, wherein the first service ID comprises a first BCMCS_ID and wherein the second service ID comprises a second BCMCS_ID.

21. The base station as in claim 20, wherein an IP multicast address and a UDP port number are associated with the first BCMCS_ID.

22. The base station as in claim 21, wherein the first BCMCS_ID has an associated lifetime value.

23. The base station as in claim 16, wherein the first service ID is a locally unique service ID issued by a local issuer.

24. The base station as in claim 23, wherein the first service ID comprises a first BCMCS_ID.

25. The base station as in claim 24, wherein an IP multicast address and a UDP port number are associated with the first BCMCS_ID.

26. The base station as in claim 16, wherein the first service ID comprises a first BCMCS_ID.

27. The base station as in claim 26, wherein the first BCMCS_ID is a dual BCMCS_ID comprising a global indicator to indicate uniqueness of the first BCMCS_ID.

28. A mobile station for use in a wireless communication system supporting a broadcast service, wherein the mobile station is in a first sector of a first base station approaching a second sector of a second base station, and wherein the mobile station is configured to implement a method comprising:

receiving a first broadcast service identified by a first service ID from the first base station;

receiving a broadcast service parameters message that includes a second service ID and neighbor configuration data, wherein the second service ID identifies a second broadcast service available in the second sector;

examining the neighbor configuration data that relates to the second broadcast service; and

determining, based on the neighbor configuration data, whether the first service ID and the second service ID identify the same broadcast content whereby reception of the broadcast content is continued in the second sector.

29. The mobile station as in claim 28, wherein the first broadcast service and the second broadcast service are transmitted by content servers.

30. The mobile station as in claim 28, wherein the first service ID was provided by a global issuer.

31. The mobile station as in claim 28, wherein the first service ID is a globally unique service ID issued by a global issuer.

32. The mobile station as in claim 28, wherein the first service ID comprises a first BCMCS_ID and wherein the second service ID comprises a second BCMCS_ID.

33. The mobile station as in claim 32, wherein an IP multicast address and a UDP port number are associated with the first BCMCS_ID.

34. The mobile station as in claim 33, wherein the first BCMCS_ID has an associated lifetime value.

35. The mobile station as in claim 28, wherein the first service ID is a locally unique service ID issued by a local issuer.

36. The mobile station as in claim 28, wherein the first service ID comprises a first BCMCS_ID.

37. The mobile station as in claim 36, wherein the first BCMCS_ID is a dual BCMCS_ID comprising a global indicator to indicate uniqueness of the first BCMCS_ID.

38. A wireless apparatus, comprising:
means for providing a service ID to identify the broadcast service;
means for sending the service ID to a base station;
means for configuring a broadcast service parameters message at the base station that includes the service ID;
means for transmitting the broadcast service parameters message to a mobile station; and
means for using the service ID in the broadcast service parameters message at the mobile station to determine availability of the broadcast service in an adjacent sector.